

04006 MARKETING EDUCATION

Institutions will be expected to demonstrate the use of performance assessments within their programs. Examples of such assessments will be provided by the Education Standards and Practices Board as guidelines. Institutions are not restricted to using the given examples, but may develop others that demonstrate candidates' ability to apply what they have learned in the K-12 school setting.

The following standards pertain to programs preparing teachers of marketing education for secondary schools. Programs preparing marketing education teachers must, in addition, meet the standards set out in the *North Dakota State Plan for Career and Technical Education*.

04006.1 The program requires the application and integration of core academics. The program uses a variety of integration techniques to understand the importance of academics in the field of marketing.

Examples of performance assessments may include how to:

- Demonstrates competencies in academics including mathematics, reading, writing, speaking, and geography as they relate to developing and implementing a marketing education curriculum.

04006.2 The program requires the study of current, appropriate instructional technologies. The program uses varied performance assessments of candidates' understanding and abilities to apply that knowledge.

Examples of performance assessments may include how to:

- Demonstrate appropriate use of various technologies within their instructional practices.
- Select and use appropriate technology tools specific to their content area(s).
- Use technology to effectively manage communications, instructional planning, and record keeping.

04006.3 The program requires study and experiences in distribution, financing, marketing information management, pricing, product/service management, promotion, and selling. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.

Examples of performance assessments may include how to:

- Understands the concepts and processes to move, store, locate, and/or transfer ownership of goods and services.
- Understands the financial concepts used in making business decisions.
- Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.

- Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers perceptions of value.
- Understands the concepts and processes needed to obtain develop, maintain, and improve a product or service mix in response to marketing opportunities.
- Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
- Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.

04006.4 The program requires experiences that develop the ability to plan, develop, and administer a comprehensive marketing education program. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.

Examples of performance assessments may include how to:

- Review marketing curriculum to evaluate for appropriateness, and recommend enhancements based on evolving trends in marketing education.
- Develop and implement standards-driven curriculum based on identified needs within a marketing education program.
- Develop an understanding of effective teaching progression within a marketing education program.

04006.5 The program requires experiences designed to develop knowledge and involvement in marketing education student organizations. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.

Examples of performance assessments may include how to:

- Develop a comprehensive program of work for a marketing education student organization which is grounded on fundamentals in alignment with state and national objectives.
- Demonstrate ability to motivate, prepare and advise students to successfully participate in a student organization.

04006.6 The program requires studying the methods of teaching marketing education including current trends in marketing education with an examination of a variety of teaching methods and techniques. The program uses a variety of performance assessments of candidates' understanding and ability to apply that knowledge.

Examples of performance assessments may include how to:

- Utilize various teaching resources and methods to develop and update and deliver lesson plans.

- Identify and incorporate school based enterprises or workplace learning opportunities.
- Use effective demonstration techniques in multiple settings (classroom, school based enterprise, computer lab).
- Adapt and modify curriculum for special needs populations.

History:

Revised August 12, 2005, mandatory for visits July 1, 2006.

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